

# Electronic commerce method and system utilizing integration server

## Abstract

An electronic commerce system integrating plurality of content provider servers with plurality of merchant servers having integration server communicating request for commercial transaction to at least one merchant server, thus enabling the user of the client computer connected to the content provider server to initiate commercial transactions to at least one merchant server without being redirected to the merchant server away from the content provider server. The system increases customer retention on the content provider server, thereby increasing incentive for content providers to join the commerce system, thereby increasing the number of sites advertising products offered by merchants. The system also simplifies integration of multitude of servers, thereby reducing cost and time required for such integration.